

# AN OVERVIEW OF THE STATUS OF FRANCHISING INTERNATIONALLY



**Nic Louw**

# FRANCHISING STRENGTHS

- Success
- Part of Global Network
- Innovation
- Reduced Risk
- Contributes to Economic Development

# FRANCHISING INTERNATIONAL

- USA
- Europe
  - UK
  - France
  - Germany
  - Belgium
- Scandinavian Countries
  - Sweden
  - Denmark

# FRANCHISING INTERNATIONAL (CONT.)

- Asia

- China
- India
- Japan
- Malaysia
- Philippines
- Singapore

- Oceania

- Australia
- New Zealand

# AFRICA

“Enhancing Development in Africa  
– A Franchising Report”

Published: African Development Bank

# LESSONS LEARNT

- Diversity of creed, religion, age, gender, politics no barrier
- Franchising's appeal – Relevant in developing economies and underdeveloped regions
- Matured franchise systems expanding to developing economies
- Country size and GDP per capita not a hindrance
- Countries' culture and socio-economic circumstances determine franchise concepts
- Unlimited appeal and potential